

Cat Food in China

Market Direction | 2024-04-24 | 27 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

While the dog population has been declining, the cat population has been expanding, and this is expected to continue in 2024. In a notable shift, the cat population surpassed that of dogs for the first time in 2021, and the gap has continued to widen ever since. This has resulted in continuous growth in retail volume and current value sales of cat food in China, which is set to continue in 2024. Nevertheless, during the pandemic, heightened emotional needs amongst consumers led to a surge in pet...

Euromonitor International's Cat Food in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cat Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cat Food in China
Euromonitor International
April 2024

List Of Contents And Tables

CAT FOOD IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cats remain popular amongst pet owners, resulting in continuous expansion of the cat population

Pursuit of cost-effective products slows growth in premium dry cat food and overall wet cat food

Domestic brand maintains growth in cat food thanks to cost-effectiveness

PROSPECTS AND OPPORTUNITIES

Upgrading of meat content and source of raw materials set to continue in cat food

Diversification of meat sources is becoming a differentiation strategy for cat food brands

Retail e-commerce set to maintain its dominance in cat food

CATEGORY INDICATORS

Table 1 Cat Owning Households: % Analysis 2019-2024

Table 2 Cat Population 2019-2024

Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 Cat Food by Price Band 2024

Table 4 Sales of Cat Food by Category: Volume 2019-2024

Table 5 Sales of Cat Food by Category: Value 2019-2024

Table 6 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 7 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 10 NBO Company Shares of Cat Food: % Value 2019-2023

Table 11 LBN Brand Shares of Cat Food: % Value 2020-2023

Table 12 LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 13 Distribution of Cat Food by Format: % Value 2019-2024

Table 14 Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 15 Forecast Sales of Cat Food by Category: Value 2024-2029

Table 16 Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 17 Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

PET CARE IN CHINA

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

MARKET DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Sales of Pet Food by Category: Volume 2019-2024
Table 20 Sales of Pet Care by Category: Value 2019-2024
Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024
Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024
Table 23 NBO Company Shares of Pet Food: % Value 2019-2023
Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024
Table 28 □ Distribution of Pet Care by Format: % Value 2019-2024
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2024
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2024-2029
Table 33 □ Forecast Sales of Pet Care by Category: Value 2024-2029
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Cat Food in China

Market Direction | 2024-04-24 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com